



south dakota department of
**labor and
regulation**

Division of Insurance
Tel: 605.773.3563
Fax: 605.773.5369
www.dlr.sd.gov/insurance

January 2, 2015

SENT VIA CERTIFIED MAIL

Joey Dean
225 Rosecreek Court
Hot Springs, Arkansas 71901

RE: Application for Insurance Producer License

Dear Mr. Dean,

This letter is to notify you that your application for licensure as a non-resident insurance producer in South Dakota has been denied. The reason for the denial is as follows:

You submitted an application for a non-resident insurance producer license to the South Dakota Division of Insurance ("Division") on November 5, 2014. You disclosed in your application that you have been a party to an administrative proceeding or FINRA sanction. You were permanently barred by FINRA in 2011 for making material misrepresentations in the sale of securities, and for unauthorized trading in customer accounts.

Based on the above information, your application is denied pursuant to SDCL § 58-30-167(8) for engaging in dishonest practices, demonstrating incompetence or untrustworthiness, or financial irresponsibility in the conduct of business.

Please note that this denial is considered an administrative action which will be reported to the database maintained by the National Association of Insurance Commissioners. If an administrative action occurs, an insurance producer may be required to report the action to any and all states in which an insurance license is held and in accordance with the timeframes and requirements of each state.

Pursuant to SDCL § 58-30-168, you may make a written request to the Division of Insurance within 30 days of the date of this denial for a hearing to determine the reasonableness of this decision to deny your application for licensure.

Sincerely,

Johanna Nickelson, CPA
*Assistant Director - Financial & Licensing
South Dakota Division of Insurance
Department of Labor and Regulation*